



U.S. Army 2005 MWR Leisure Needs Survey Results

**White Sands Missile Range
New Mexico**

BRIEFING OUTLINE

White Sands Missile Range

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

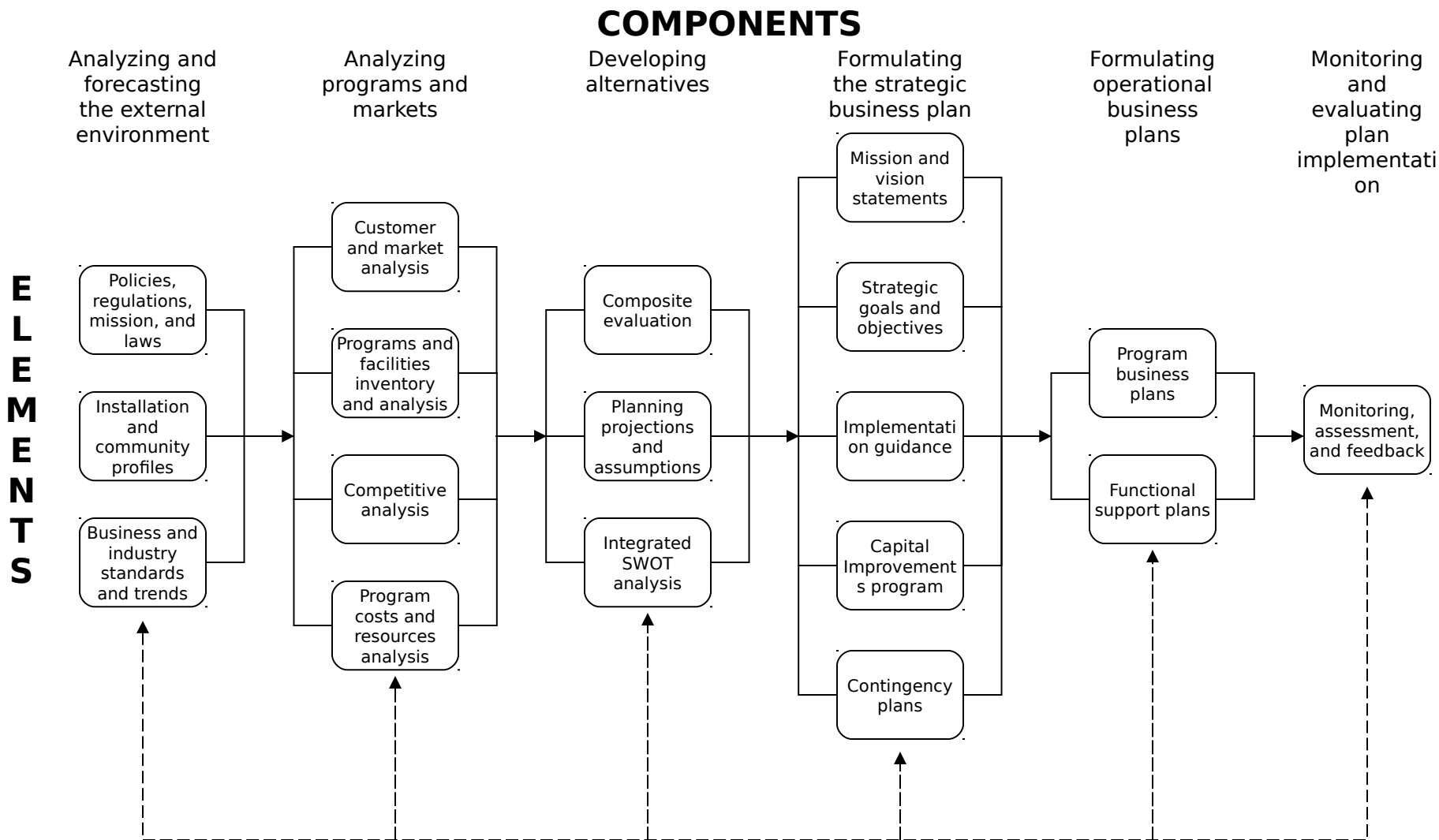
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

White Sands Missile Range

MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

White Sands Missile Range

PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 2,035 surveys were distributed at White Sands Missile Range



SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

White Sands Missile Range

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

White Sands Missile Range

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
White Sands Missile Range:					
Active Duty	150	235	52	22.13%	±10.98%
Spouses of Active Duty	163	199	20	10.05%	±20.53%
Civilian Employees	2,311	849	226	26.62%	±6.19%
Retirees	775	752	197	26.20%	±6.03%
Total	3,399	2,035	495	24.32%	±4.07%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

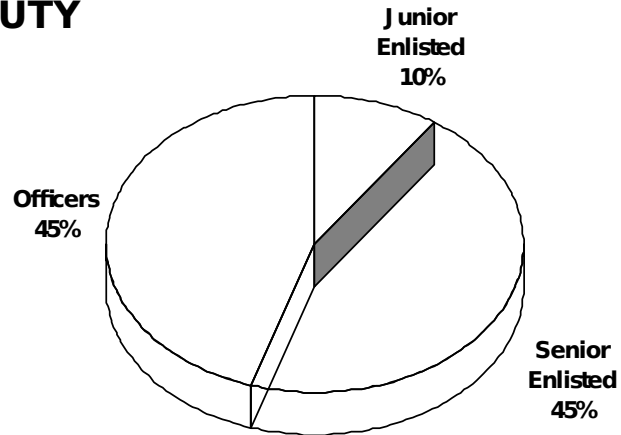
PATRON SAMPLE*

White Sands Missile Range

RESPONDENT POPULATION SEGMENTS

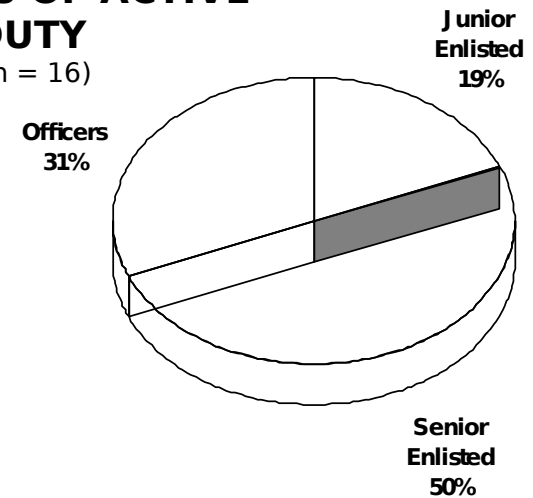
ACTIVE DUTY

(n = 51)



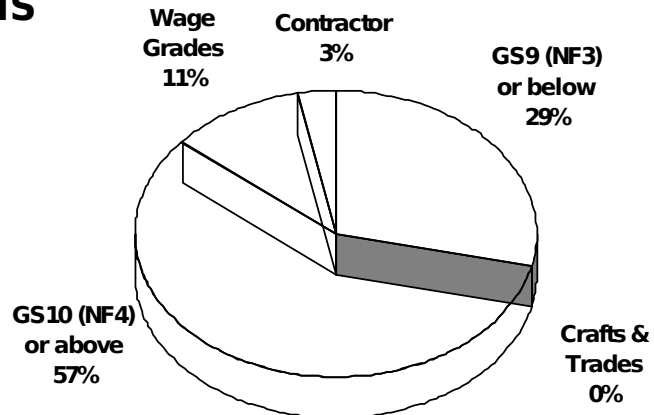
SPOUSES OF ACTIVE DUTY

(n = 16)



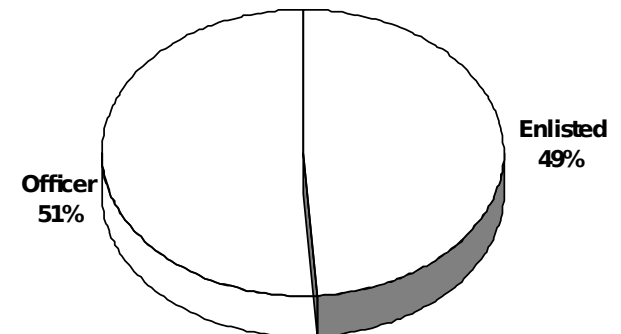
CIVILIANS

(n = 221)



RETIREEES

(n = 147)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

White Sands Missile Range

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT WHITE SANDS MISSILE RANGE

White Sands Missile Range

MOST FREQUENTLY USED FACILITIES

Bowling Food & Beverage	58%
Recreation/Community Activity Ctr.	45%
ITR - Commercial Travel Agency	37%
Post Picnic Area	34%
Fitness Center/Gymnasium	32%

LEAST FREQUENTLY USED FACILITIES

BOSS	2%
Multipurpose Sports/Tennis Courts	6%
School Age Services	7%
Bowling Pro Shop	7%
Child Development Center	8%

MWR PROGRAMS & FACILITIES: SATISFACTION AT WHITE SANDS MISSILE RANGE*

White Sands Missile Range

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

BOSS	4.81
School Age Services	4.78
Youth Center	4.59
Golf Course Pro Shop	4.57
ITR - Commercial Travel Agency	4.57

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Fitness Center/Gymnasium	3.92
Bowling Food & Beverage	3.93
Car Wash	3.95
Athletic Fields	3.95
Bowling Pro Shop	4.01

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT WHITE SANDS MISSILE RANGE*

White Sands Missile Range

FACILITIES WITH HIGHEST QUALITY RATINGS*

Golf Course Pro Shop	4.59
Golf Course	4.56
School Age Services	4.52
Golf Course Food & Beverage	4.50
Child Development Center	4.49

FACILITIES WITH LOWEST QUALITY RATINGS*

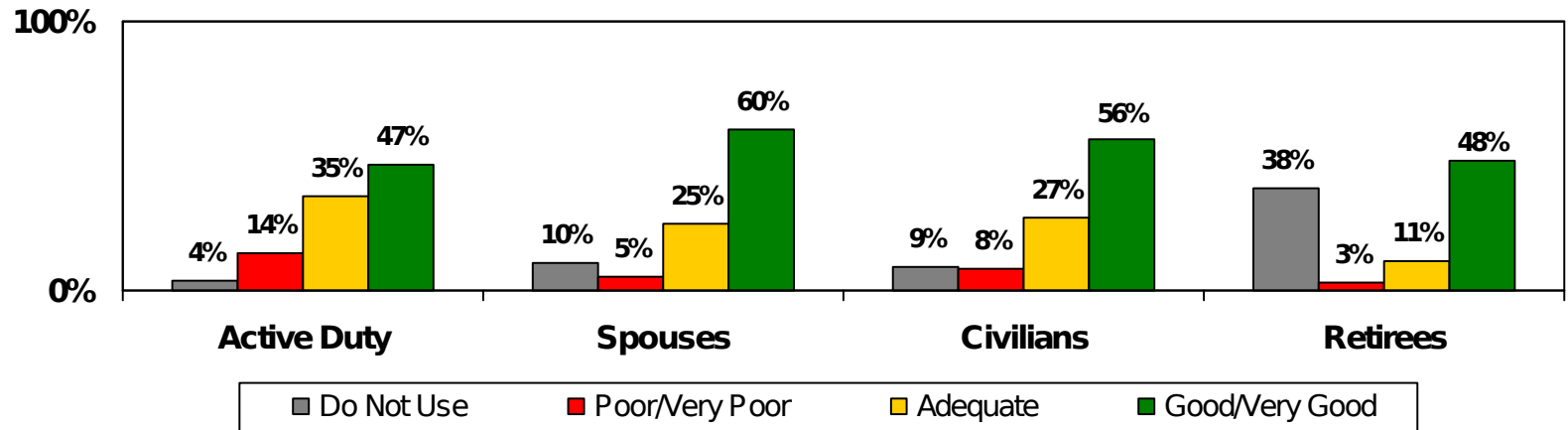
Fitness Center/Gymnasium	3.72
Car Wash	3.78
Athletic Fields	3.83
Bowling Food & Beverage	3.95
Arts & Crafts Center	3.97

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

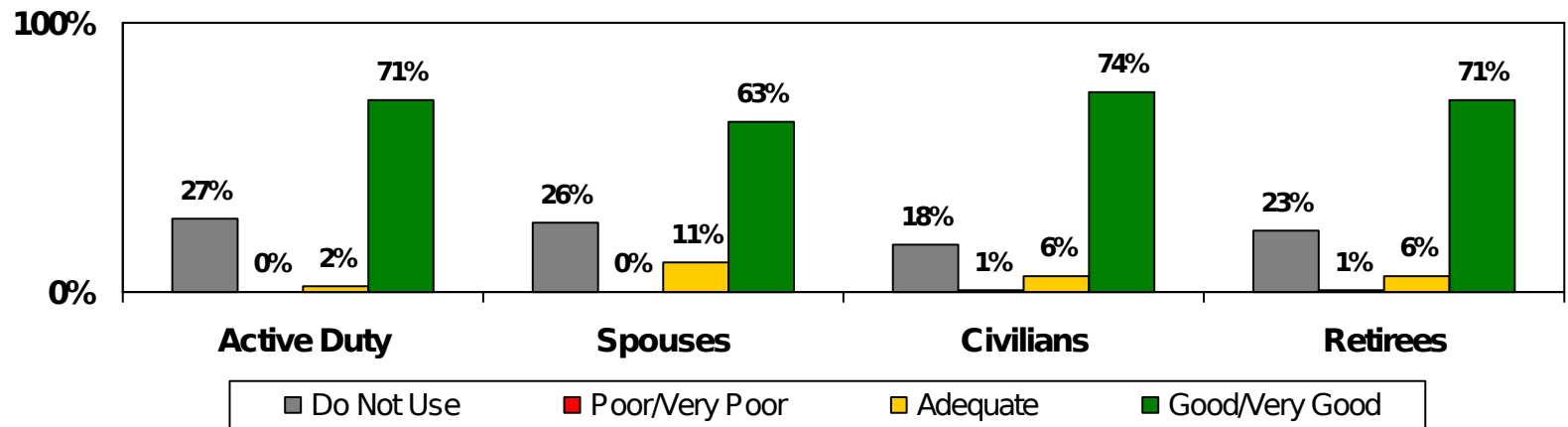
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

White Sands Missile Range

Quality of On-Post Services



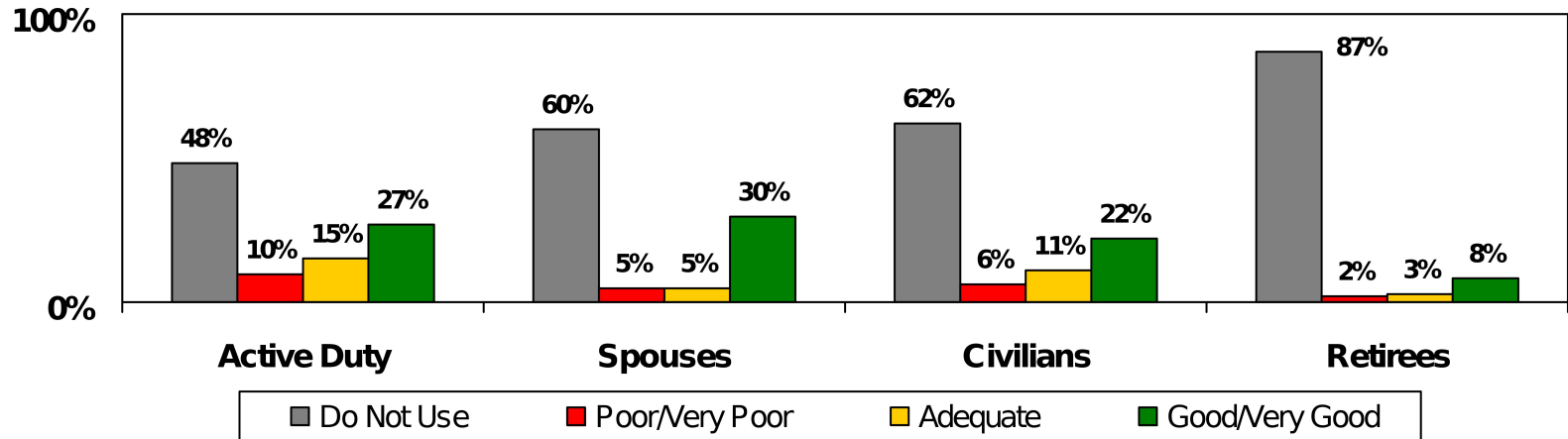
Quality of Off-Post Services



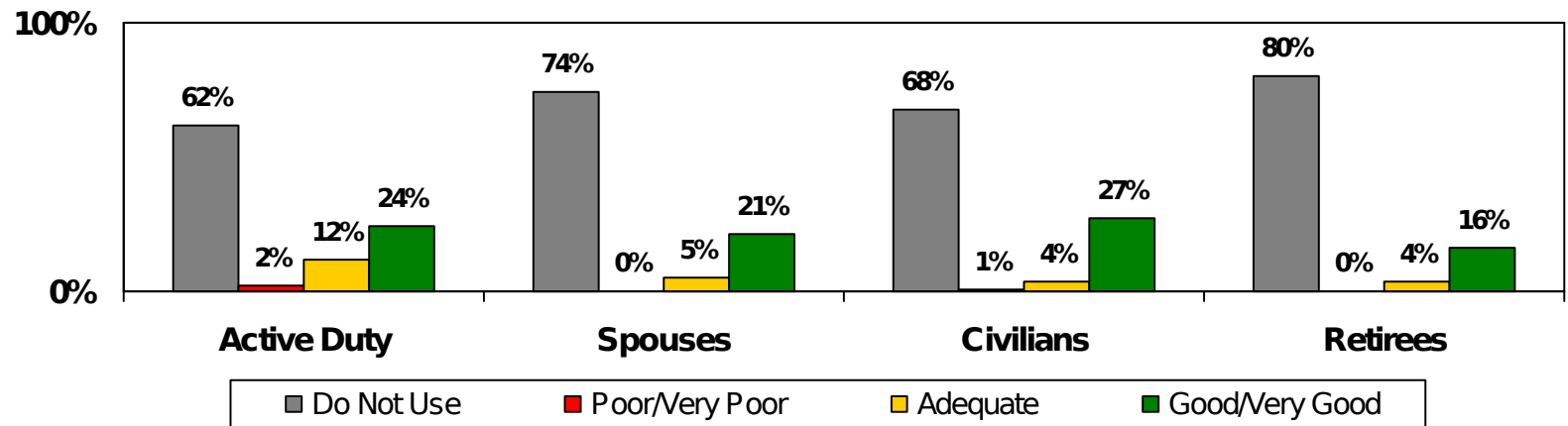
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

White Sands Missile Range

Quality of On-Post Services



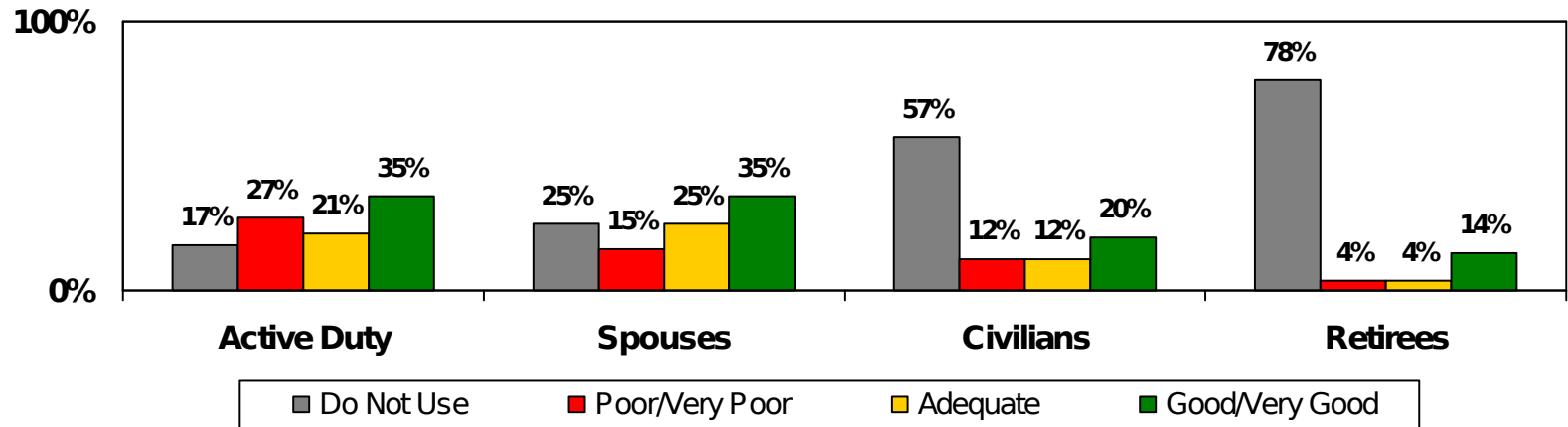
Quality of Off-Post Services



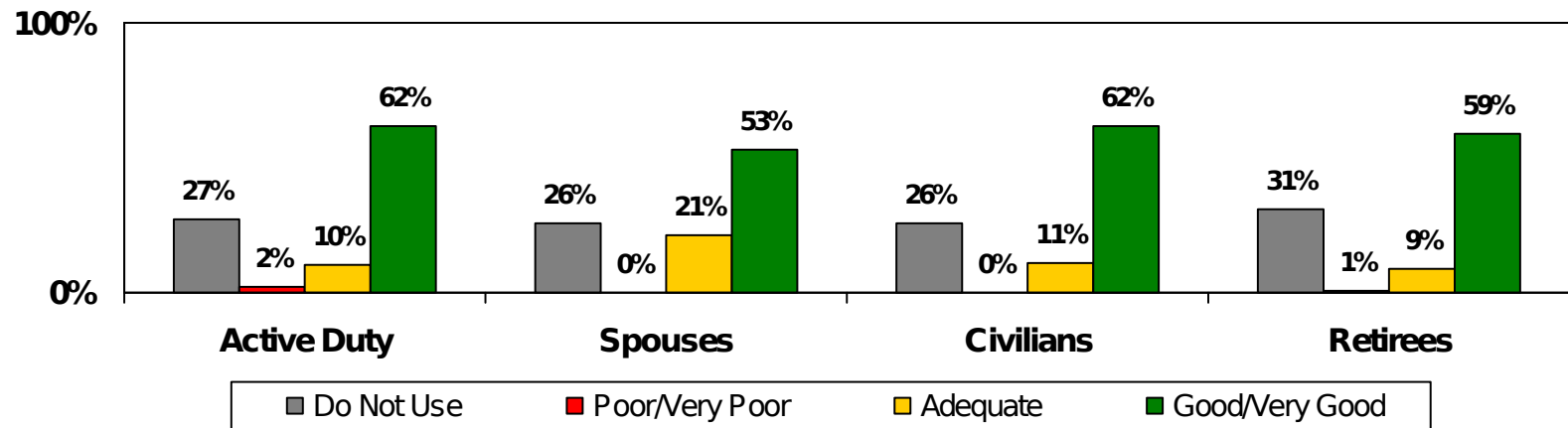
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

White Sands Missile Range

Quality of On-Post Services

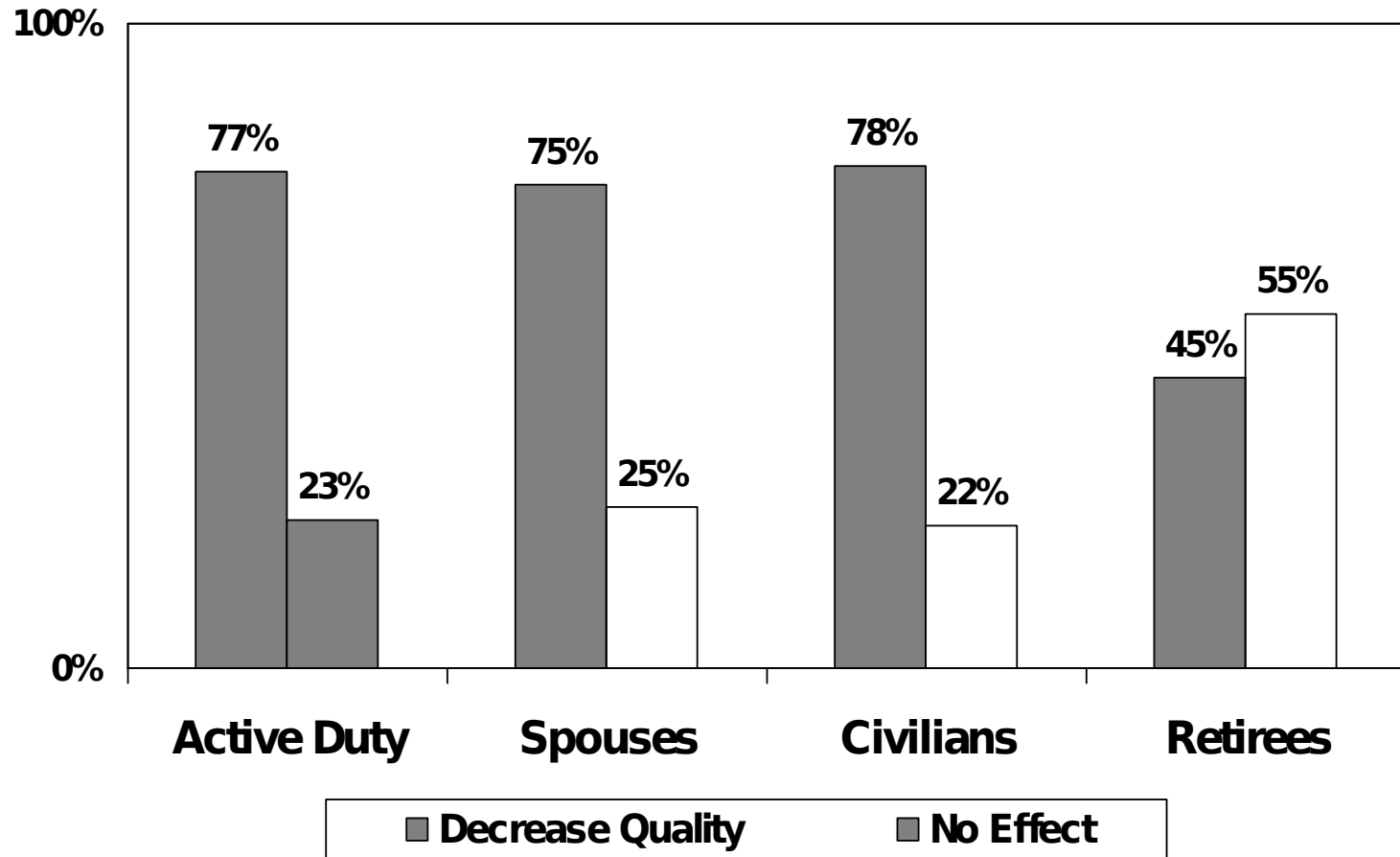


Quality of Off-Post Services



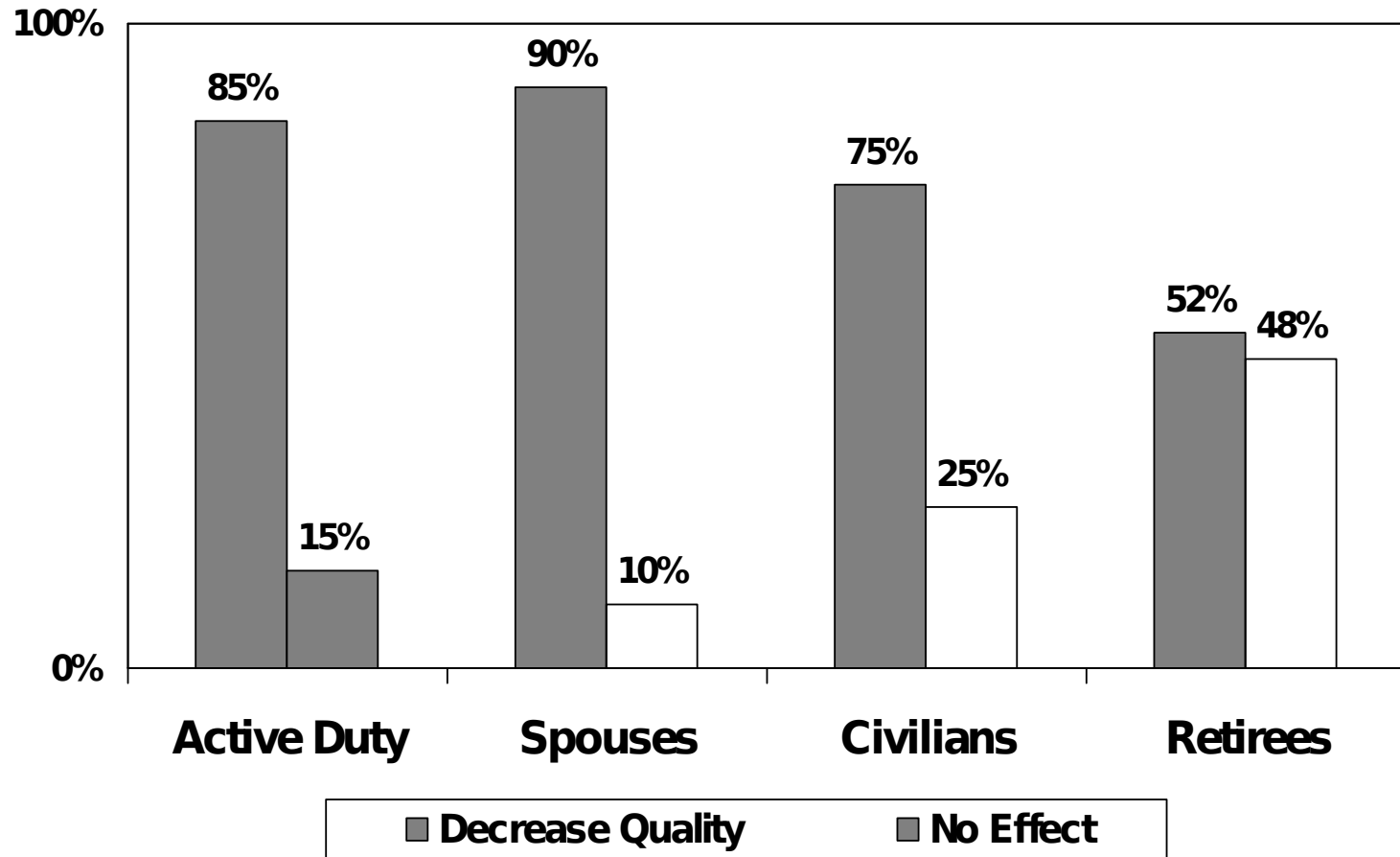
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

White Sands Missile Range



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

White Sands Missile Range



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

White Sands Missile Range

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	63%
Army Lodging	57%
Library	57%
Youth Center	48%
Child Development Center	47%
Swimming Pool	43%
School Age Services	34%

RV Park	63%
Cabins & Campgrounds	59%
Bowling Pro Shop	50%
Golf Course Pro Shop	47%
Golf Course Food & Beverage	45%
Car Wash	44%
Tennis Courts/Multi-Purpose Sports Cts.	42%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

White Sands Missile Range

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREEES	TOTAL
Internet	17%	5%	17%	8%	15%
E-mail	56%	10%	76%	11%	58%
Friends and neighbors	44%	40%	28%	22%	28%
Family Readiness Groups (FRGs)	2%	0%	0%	1%	1%
Bulletin boards on post	37%	30%	18%	21%	20%
Post newspaper	71%	80%	63%	51%	62%
MWR publications	40%	35%	24%	12%	22%
Radio	0%	0%	1%	5%	2%
Television	0%	5%	5%	6%	5%
My child(ren) let(s) me know	8%	10%	3%	3%	3%
Other unit members or co-workers	37%	0%	26%	9%	21%
Unit or post commander or supervisor	23%	10%	4%	1%	5%
Marquees/billboards	8%	0%	4%	6%	4%
Flyers	50%	45%	24%	18%	25%
Other	4%	5%	2%	13%	4%
I never hear anything	6%	15%	2%	26%	8%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

White Sands Missile Range

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	89%	93%
Better Opportunities for Single Soldiers	33%	N/A
Army Community Service	49%	75%
MWR Programs and Services	88%	84%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

White Sands Missile Range

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	56%	83%	17%
Outreach programs	37%	67%	33%
Family Readiness Groups	42%	71%	29%
Relocation Readiness Program	67%	91%	9%
Family Advocacy Program	65%	67%	33%
Crisis intervention	48%	86%	14%
Money management classes, budgeting assistance	52%	80%	20%
Financial counseling, including tax assistance	62%	71%	29%
Consumer information	29%	80%	20%
Employment Readiness Program	38%	80%	20%
Foster child care	13%	50%	50%
Exceptional Family Member Program	62%	77%	23%
Army Family Team Building	50%	70%	30%
Army Family Action Plan	37%	60%	40%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

White Sands Missile Range

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	65%	100%	0%
Outreach programs	45%	67%	33%
Family Readiness Groups	50%	75%	25%
Relocation Readiness Program	65%	78%	22%
Family Advocacy Program	75%	100%	0%
Crisis intervention	35%	100%	0%
Money management classes, budgeting assistance	65%	80%	20%
Financial counseling, including tax assistance	70%	100%	0%
Consumer information	15%	100%	0%
Employment Readiness Program	45%	80%	20%
Foster child care	5%	100%	0%
Exceptional Family Member Program	55%	100%	0%
Army Family Team Building	50%	50%	50%
Army Family Action Plan	35%	75%	25%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

White Sands Missile Range

POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	31%	44%
Personal job performance/readiness	30%	57%
Unit cohesion and teamwork	32%	56%
Unit readiness	36%	57%
Relationship with my spouse	27%	64%
Relationship with my children	29%	67%
My family's adjustment to Army life	25%	73%
Family preparedness for deployments	28%	75%
Ability to manage my finances	24%	44%
Feeling that I am part of the military community	35%	82%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

White Sands Missile Range

POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	100%	100%
Helps minimize lost duty/work time due to lack of child care/youth services	94%	92%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	73%	80%
Allows me to work outside my home	83%	89%
Allows me to work at home	63%	100%
Offers me an employment opportunity within the CYS program	57%	100%
Allows me/my spouse to better concentrate on my/our job(s)	84%	100%
Provides positive growth and development opportunities for my children	78%	100%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

White Sands Missile Range

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	44%
Personal job performance/readiness	44%
Unit cohesion and teamwork	50%
Unit readiness	50%
Ability to manage my finances	44%
Feeling that I am part of the military community	50%
Relationship with my children (single parents)	43%
My family's adjustment to Army life (single parents)	43%
Family preparedness for deployments (single parents)	43%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

White Sands Missile Range

Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	65%
Internet access/applications (home)	61%
Entertaining guests at home	59%
Going to movie theaters	57%
Walking	47%
Special family events	44%
Automotive maintenance & repair	41%
Gardening	40%
Cardiovascular equipment	36%
Festivals/events	35%

Top 5 for Spouses of Active Duty

Walking	73%
Entertaining guests at home	71%
Going to movie theaters	69%
Watching TV, videotapes, and DVDs	69%
Special family events	67%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	68%
Internet access/applications (home)	63%
Going to movie theaters	59%
Entertaining guests at home	59%
Special family events	46%

Top 5 for Active Duty

Entertaining guests at home	81%
Internet access/applications (home)	73%
Happy hour/social hour	56%
Night clubs/lounges	48%
Automotive detailing/washing	47%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	67%
Walking	63%
Entertaining guests at home	54%
Going to movie theaters	52%
Internet access/applications (home)	50%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

White Sands Missile Range

Team Sports

Basketball	11%
Softball	7%
Volleyball	7%
Self-directed sports tournaments	6%
Touch/flag football	5%

Outdoor Recreation

Picnicking	29%
Camping/hiking/backpacking	29%
Going to beaches/lakes	22%
Fishing	20%
Bicycle riding/mountain biking	17%

Social

Entertaining guests at home	59%
Special family events	44%
Happy hour/social hour	26%
Dancing	25%
Night clubs/lounges	23%

Sports and Fitness

Walking	47%
Cardiovascular equipment	36%
Weight/strength training	23%
Running/jogging	19%
Bowling	18%

Entertainment

Watching TV, videotapes, and DVDs	65%
Going to movie theaters	57%
Festivals/events	35%
Attending sports events	34%
Plays/shows/concerts	33%

Special Interests

Internet access/applications (home)	61%
Automotive maintenance & repair	41%
Gardening	40%
Automotive detailing/washing	34%
Digital photography	33%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCE ON POST*

White Sands Missile Range

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	27%	N/A	27%
Reference/research services	22%	N/A	22%
Internet access (library)	19%	N/A	19%
Study/self-development	19%	N/A	19%
Walking	16%	30%	47%
Multimedia (videos, DVDs, CDs)	16%	N/A	16%
Automotive maintenance & repair	13%	11%	41%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

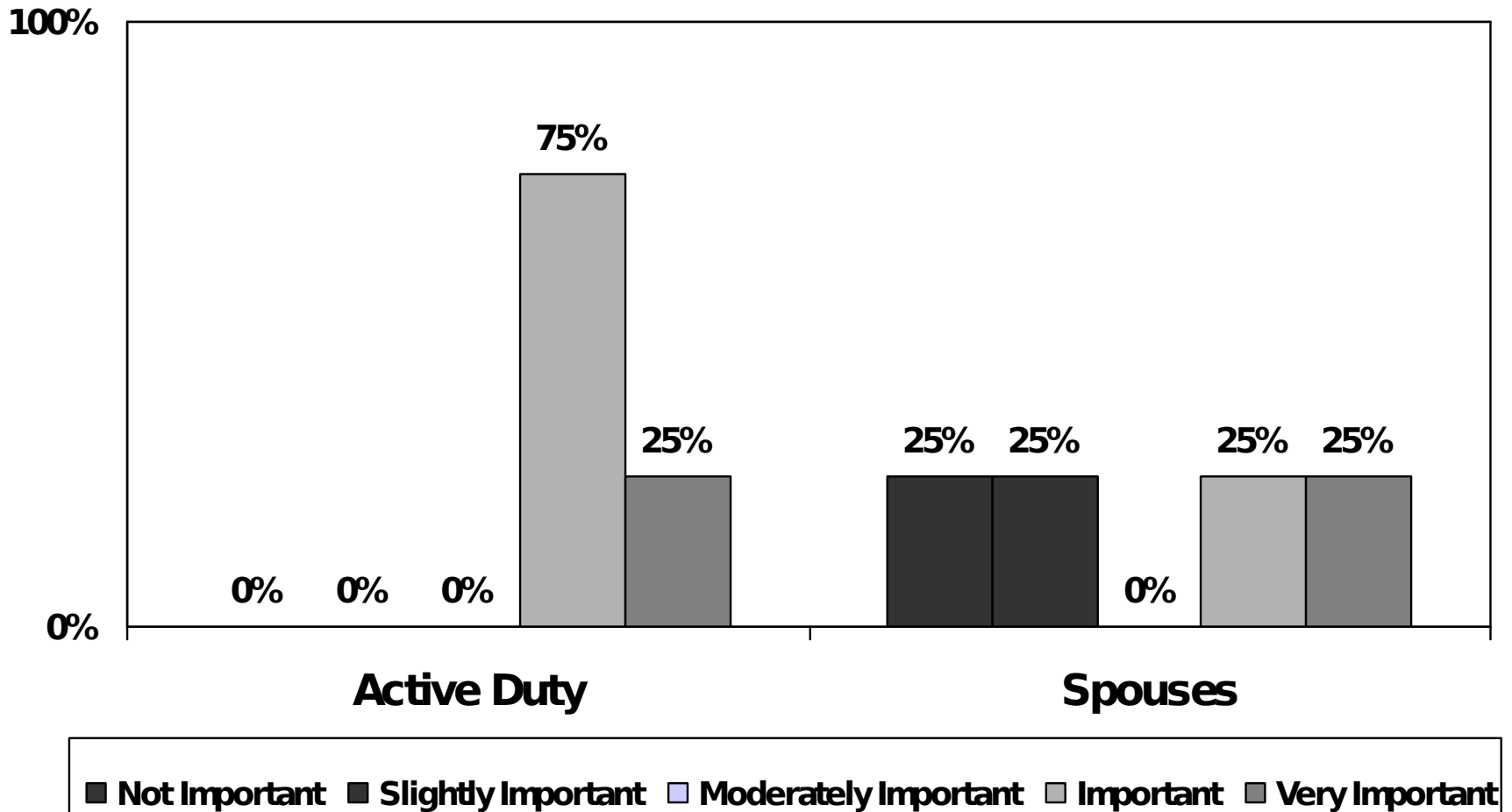
White Sands Missile Range

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	9%	5%	46%	61%
Automotive maintenance & repair	13%	11%	17%	41%
Gardening	3%	3%	34%	40%
Automotive detailing/washing	8%	9%	17%	34%
Digital photography	2%	9%	21%	33%
Computer games	3%	1%	22%	27%
Trips/touring	2%	16%	0%	19%

*Top 7 special interest activity preferences ranked by overall participation.

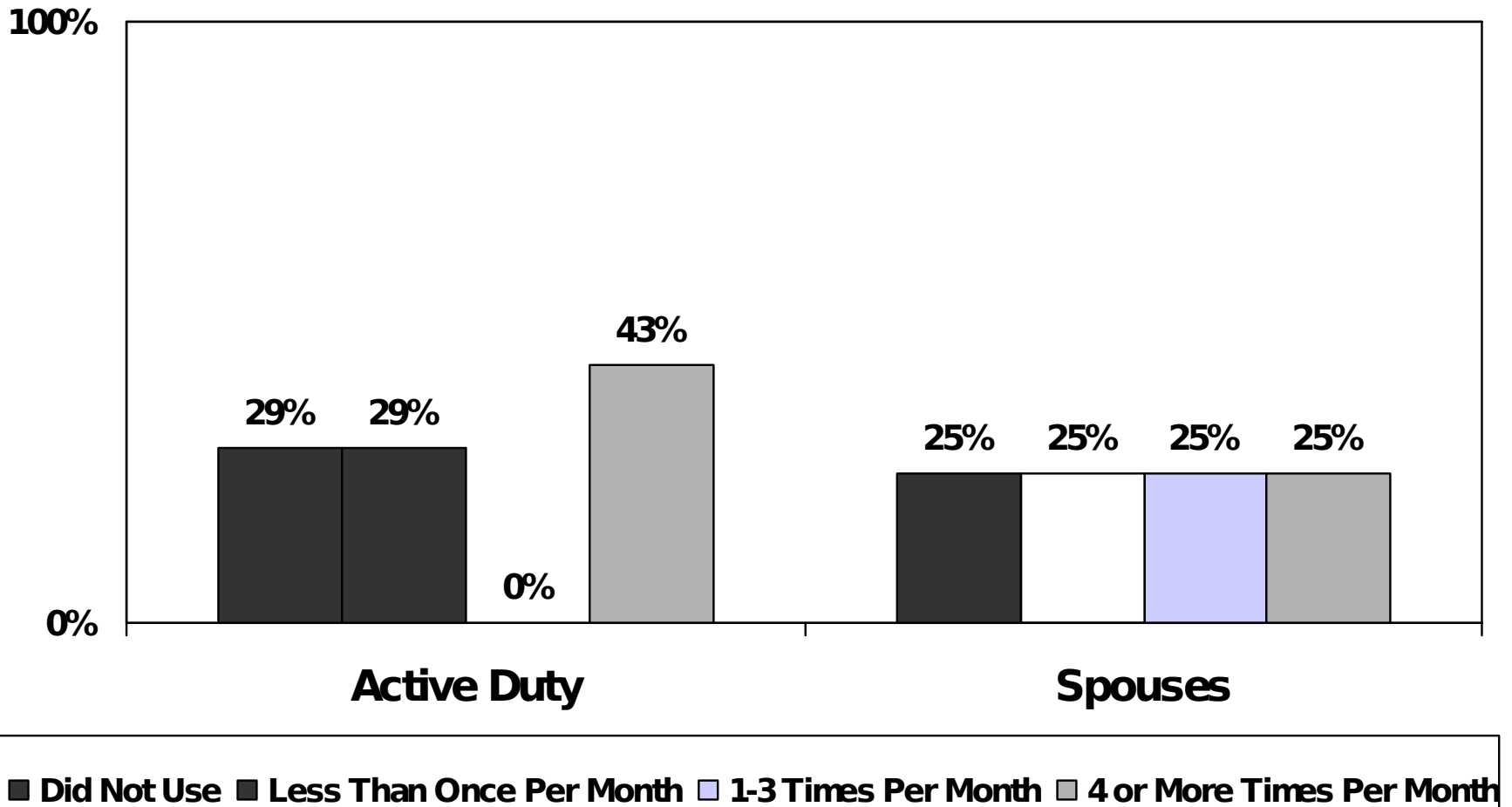
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

White Sands Missile Range



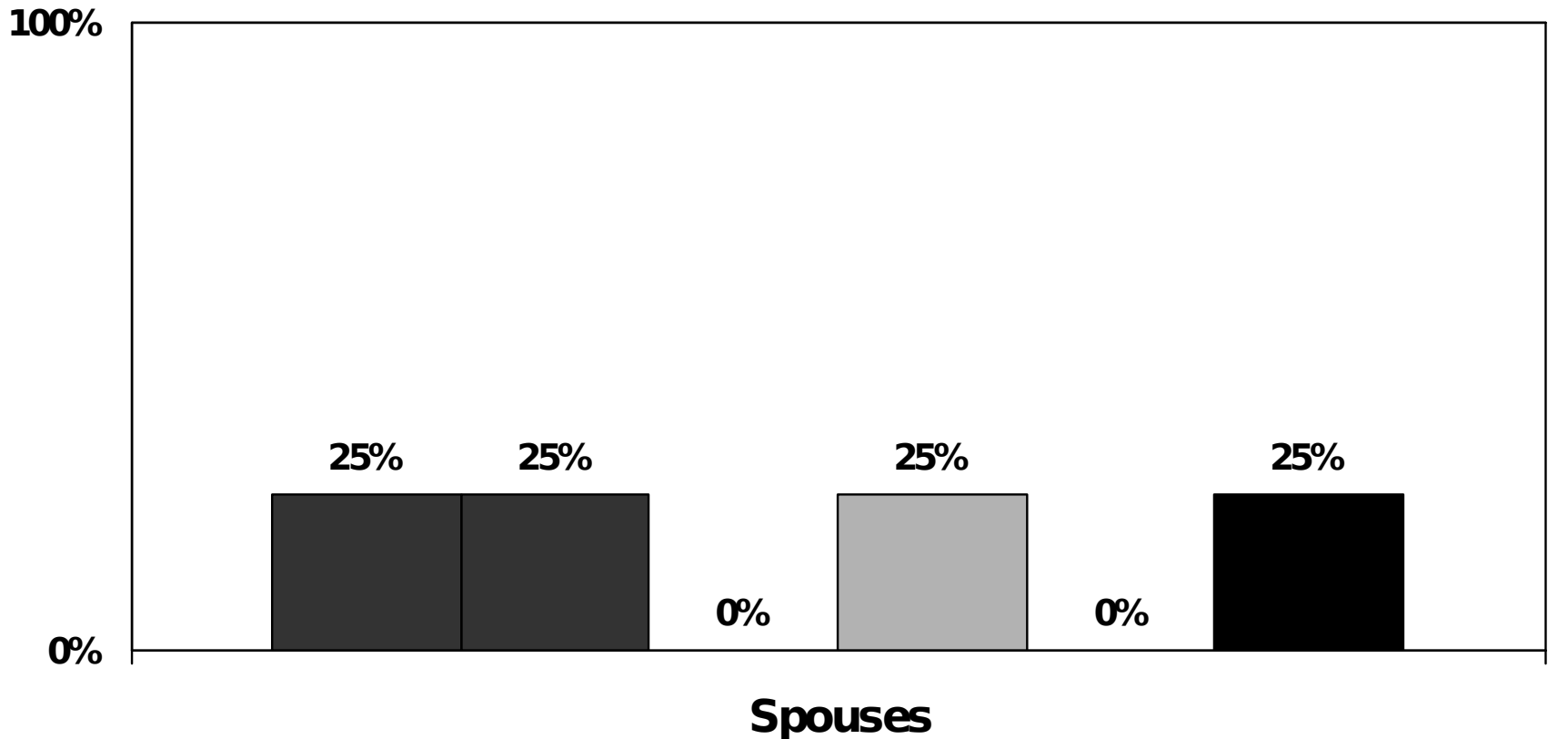
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

White Sands Missile Range



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

White Sands Missile Range



■ Did Not Use ■ Much Less □ Somewhat Less ■ About the Same ■ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

White Sands Missile Range

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	10%
Probably will not make military a career	8%
Undecided	8%
Probably will make military a career	22%
Definitely will make military a career	52%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	15%
Not Sure	5%
Yes	80%

NEXT STEPS

White Sands Missile Range

▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)